

LOEWNER'S SATIN KIND

Wholesale and Retail Dealers in Ice Cream at No. 900 Prince Street—One of Largest Manufacturers in State—Quality Is Unexcelled

The manufacturer of ice cream is no longer entrusted to the haphazard methods of days gone by but is now the business of specialist as has been demonstrated by the superiority of Loewner's Satin Kind over anything else produced or sold in Alexandria. The Loewner factory at No. 900 Prince Street is the most modern in the city and the quality of its ice cream has been pronounced by experts to be without an equal. It has a capacity of two hundred and fifty gallons a day, and it is made from cream with a guarantee to please as to taste and quality.

The plant has about 4,000 square feet of floor space, and has an attractively equipped ice cream parlor for the accommodation of the retail trade.

The proprietor, Mr. Harold Loewner, has had fifteen years of actual experience in the manufacture of ice

cream, and has studied the processes from a scientific standpoint. He knows every angle of it and has therefore the advantage over many manufacturers.

Mr. Loewner is a native of Harrisonburg, Va., and a member of a prominent family of that city. He has built up a big business since coming to Alexandria four months ago and believes that the city is bound to progress and expand.

H. W. WILDT & SON

Old Reliable Firm of Alexandria Jewelers—One of Best Known and Most Prominent in Virginia—Established Half a Century and Does Large Business

For half a century there has been no business house in Alexandria to which the city owed more of its commercial prosperity than the jewelry firm of H. W. Wildt & Son at 106 North Royal Street, recognized throughout Northern Virginia as one of the most reliable jewelry and watchmaking concerns in the state. The business, which has grown to

large proportions, was established back in 1872 by Henry W. Wildt, who continues as head of the firm after more than sixty years of experience in the jewelry business. Associated with him for the last thirty years has been Mr. William C. H. Wildt, who has ably assisted him in the management and development of a highly satisfactory and increasing trade.

The store is ideally located and is the center of the shopping district. It has handsome fixtures, carries standard lines of goods only, its stock including watches, clocks, diamonds and other precious stones, silverware, cutglass, novelties and everything found in a modern jewelry and gift store.

Expert watch repairing is done and courteous treatment, service, and guaranteed quality are the principles on which the reputation of this firm has been made.

FEEDING THE BABY

A baby, in order to thrive, must have suitable food given at regular intervals. During the first few months of life no other food can take the

place of mother's milk. Breast-fed babies are more robust than bottle-fed babies; moreover, they are less likely to contract infectious diseases or to suffer from digestive disorders. The number of bottle-fed babies who die every year is three times as great as the number of breast-fed babies, and so every year many little lives are lost needlessly, often because the mother wishes to avoid trouble.

Special conditions, of course, may make it undesirable for a mother to nurse her baby, but only a physician is competent to judge of this, and the mother should not take the advice of friends or relatives on so important a subject. Where artificial feeding must be used, it should be adapted to the individual child and in consequence it must be prescribed by the doctor. Patent food should be used only upon the advice of the physician.

The baby must be fed according to a regular schedule. Little milk is secreted during the first two days after birth, but he should be put to the breast as soon as he has had his first bath, if the mother is sufficiently rested. Always before and after nursing the mother's nipples should be washed with water that has been boiled. Nursing should be repeated at intervals of six hours during the first two days. During the first three months the baby should be fed 7 times in 24 hours, the following hours being perhaps the most convenient: 6 A.M., 9 A.M., 12 M., 6 P.M., 2 A.M. During the 4th, 5th and 6th months he should be fed 6 times during 24 hours, the feeding at 2 A.M. being omitted. The 7th 8th and 9th month the baby should have 5 nursings in 24 hours at intervals of four hours. He should never be allowed to nurse more than 20 minutes at a time, and it is better to give him only one breast at a time, using them alternately. The baby should be waked for any feeding except the one at 2 A.M.

The physical condition of the nursing mother is very important. She should have plenty of fresh air, exercise and nourishing food, and she should be protected from fatigue and excitement. The food properties that are necessary for both mother and child can generally be supplied if the mother drinks two glasses of milk a day in addition to her other diet. She should never eat food that disagrees with her or take any drug except with the advice of her physician.

Pure boiled water should be given regularly even to a young baby. He is often satisfied with a little warm water if he is fretful between the hours of nursing. Water may be given from a spoon, cup or bottle. It is desirable, however, that the baby learn to drink from a cup before the period of weaning begins.

Ordinarily a baby should be fed from the breast until he is 7 months old, either exclusively or with the exception after the second month of one bottle feeding in 24 hours. This exception will do the baby no harm and may be a great relief to his mother. Partial feedings should continue, if possible, through the ninth month or later, but every baby should be entirely weaned by the time he is

a year old. It may be necessary to change the food before the ninth month, but this should not be done in hot weather. A regular gain in weight is the best indication that the baby's food is suitable.

WASHINGTON & LADD

Electrical Contractors Who Specialize in House Wiring—Agents for Famous Philadelphia Diamond Grid Storage Batteries

Franklin's discovery of electricity and Edison's development of the science would not mean so much to the world today were it not for the fact that natural born electricians are carrying on the work of applying the science to practical use.

There is where the electrical contractor comes into the fray and such firms as Washington & Ladd of 706 King Street Alexandria are outstanding examples of modern efficiency and service in handling anything in the electrical line.

The firm which has been in business six years makes a specialty of house wiring, and its work has been highly

praised by insurance inspectors, building contractors and owners. It does general electrical contracting work, and is exceptionally well equipped for every phase of the work.

It carries a complete line of electrical fixtures and supplies, including fans, motors, and lamps, and has the exclusive agency in Alexandria for the famous Philadelphia Diamond Grid Storage Batteries—the best in the world.

The firm operates a repair department for electrical fixtures, and has six expert electricians on its staff. Mr. W. S. Washington, senior member of the firm, has been in the electrical business since 1909.

He is a member of the Chamber of Commerce, Kiwanis Club, and the Masons, and is one of Alexandria's most active citizens. He is an advocate of the King Street White Way and thinks it will be a great thing for the city as a whole. Mr. A. L. Ladd, junior member of the firm, has had seven years experience in the business. He served in the army during the war and is a prominent Mason.

Both Messrs. Washington and Ladd are prominent in civic affairs.

MOLLY'S DISHES

When Molly slams the dishes 'round And bangs the tins bad too, I know she's itchin' for a scrap Or workin' up a "stew" And that it's no place thereabout Fer me—so off I walk 'Cause all them sounds are warnin's true— When Molly's dishes talk.

Then other times she'll move about As still as any mouse— There's not a lick of dish or tin Within our little house. Then I know Molly's dreamin' out Some plan of deep design Fer Molly's dishes never speak When Molly's "on the pine."

Then other days (them I like best) She works along with ease She's hummin' little tunes—and things —As happy as you please The dishes whisper in the pan— There's ne'er a hitch or balk I'm glad (on days like this) to know That Molly's dishes talk. M. J. Marsh in Farm Life.

HAROLD LOEWNER

O. E. BURCH

Loewner's Satin Kind

Ice Cream Factory
WHOLESALE AND RETAIL

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